

The  
filter doesn't  
get between  
you and  
the flavor!



NEW  
EASY-DRAW PRICE

Draw to your  
convenience. (This  
includes the tobacco  
in your pocket.)

# Marlboro

THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

POPULAR  
FILTER PRICE

(MADE IN RICHMOND, VIRGINIA FROM A NEW PHILIP MORRIS RECIPE)



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